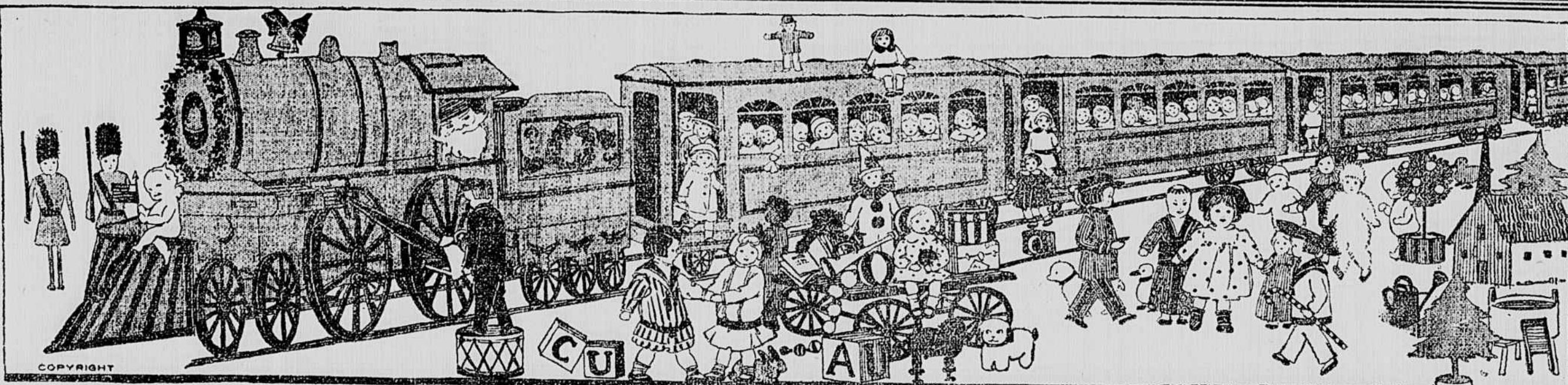


TOYLAND

EXPRESS



The Toyland Express Is In The Greatest Handkerchief Success

*Straight from the Factories of Santa Claus Land
To THE Christmas Store of Richmond!*

Agog and aglow with the Christmas spirit. Crowds and crowds of dolls and animals and animal toy houses, and heaps upon heaps of games and miniature railways that "go," amid the barking of dogs, mewing of cats, roaring of lions, purring of tigers, howling of elephants, quacking of ducks, cackling of hens, the crowing of roosters, peeping of chickens and the stretching necks of the giraffe. They have all hurried and scurried into their proper places in Toyland—and Toyland is all a-stir with the bubbling of excitement for Richmond's young and merry youngsters.

All will experience great delight by coming to Toyland to see what is arriving by the Santa Claus Express.

Distinctive Apparel For Women

Many typically smart styles to show you on Monday, including the best of the season's strictly plain tailored models, smart examples of the cutaway coat and uplifted draperies. Early shoppers will have no difficulty in finding their exact fit in their exact style.

NOVELTY SUITS, in the season's best shades and materials; broadcloth, cut velours, poplins, eponge, wide wale diagonals and novelty worsteds; actual \$35 to \$40 Suits on sale Monday for... **\$25.00**

CHIC DRESSES, of crepe de chine, charmeuse, crepes; made with chiffon and lace blouse; beautifully draped, accordion pleated tunics; real \$30 to \$40 Dresses, Monday only, for... **\$22.50**

STYLISH COATS, chinchilla, broadcloth and boucle; fancy novelty backs, trimmed with plush; satin lined throughout; navy, gray, black or brown; genuine \$20 Coats, on sale Monday, only... **\$15.00**

Some other wonderful Monday values:
\$8.50 Thibet Coats, 5.75
\$15 Mixture Suits, 7.00
\$22 to \$25 Dresses, 14.50
\$25 to \$30 Velvet Suits, \$16.50
Second Floor.



*This Store Has Always Been Recognized as
Richmond's Holiday Handkerchief Store*

Success Creates Power. The large import orders placed brings many tangible advantages that cannot be enjoyed by the small buyer. These advantages you enjoy fully when you buy handkerchiefs at "Cohen's." Come and see this great bower of snowy piles of white handkerchiefs, counters and shelves full of new beauties, all brought here from France, Switzerland and Ireland, and from the largest and best mills of America.



Ladies' Handkerchiefs, 12 1/2c

Many thousands of Beautifully Embroidered Handkerchiefs, pure linen hand-embroidered ones from Ireland, and the sheer, fine Swiss, in scalloped and hemstitched, from Switzerland, also the daintily embroidered corners from our own country. Initials in a great variety of styles to choose from; boxed or single, each... **12 1/2c**

Ladies' Handkerchiefs for 9c

Pretty and dainty one-corner embroidered styles; some are as good values as you will pay from 12 1/2c to 15c for when it comes near Christmas. Your chance is to buy now, when there are large lots to choose from; only, each... **9c**

HANDKERCHIEFS, in fancy Christmas box; 3 pretty embroidered ones in each box for... **29c**

MEN'S PURE LINEN Hemstitched, Initial Handkerchiefs, single or 1/2 dozen in fancy box; various style initials; each, only... **12 1/2c**

MEN'S INITIAL HANDKERCHIEFS, several hundred dozen of the manufacturer's leftover lots; various qualities in this one lot, but none worth less than 12 1/2c; choice, each, only... **9c**

BOXED HANDKERCHIEFS, beautiful, dainty quality, embroidered in the highest grade hand machine work; a box of 1/2 dozen, only... **50c**

OTHER HANDKERCHIEFS, in holiday boxes, 1/4 or 1/2 dozen in the box, for \$1.00 and... **\$1.50**

MEN'S INITIAL HANDKERCHIEFS or Plain White Hemstitched Handkerchiefs, hundreds of dozens to choose from; special values, each, only... **5c**

CHILDREN'S HANDKERCHIEFS, in burnt wood boxes, one-quarter dozen in each box, only... **19c**

Thousands of other styles from the Sheer Lawn at 2c to the Finest Convent Hand-Embroidered Handkerchiefs from France and Ireland at, each... **\$3.50**

Main Floor—Main Aisle.

Charming Blouse Styles

The astonishing thing to most women who visit this fascinating section is our success in gathering so wonderful a variety of fashion types—as high class in material and workmanship as they are in style, and being able to place such extremely low prices on them.

Net Waists, self colored, mahogany, green, brown and peacock, made over white net, well made, fancy white vests, for only... **\$4.50**

China Silk Waists, black or white, hemstitched yoke, pretty ruffles round neck and down front; decidedly chic little waists for... **\$2.38**

Lace, Crepes, Chiffons, actual copies of French Model Blouses, the most enticing waists ever shown here; remarkable values Monday at \$12.50 and... **\$10.00**

Leather Goods

The newest novelties in every description of leather goods, a large assortment to select from at exceedingly attractive prices for Monday.

Real Leather Hand Bags, changeable silk moire lined, patented clasp, with long handle, in black, navy, purple and brown, each... **\$1.98**

Real Angora Seal Hand Bags, 10 inches long and 7 inches deep, fitted with 4 fittings; a bag for which you would readily pay \$5.00 for... **\$2.98**

An exceptionally fine assortment of Silk, Velvet and Moire Bags, in black and evening shades, for, each, \$5.00 and... **\$6.98**

Main Floor.

Dress Goods

Double Hard Twisted
\$1.25 English Serges, 85c
50 inches wide, navy, midnight blue and black.
Main Floor.

50c Velvet Corduroy, 38c
Cardinal, black or white.
Main Floor.

12 1/2c Light Outing Cloth, 7 1/2c
10 to 20 yard lengths, will cut to suit, checks, stripes and neat effects.
Main Floor—Rear.

60c French Crepe, 29c
Two pieces of this cloth for Monday selling, white only.
Main Floor—Rear.

A SILK SALE On Monday

A Purchase Closed via Western Union.

27c A YARD China Silk, white and colors, 24 inches wide, 39c quality.
58c A YARD Black Taffeta Silk, 22 inches wide, pure dye and pure silk, 85c quality.

32c A YARD Solid Color Messalines, in plain shades; also stripes; 49c quality.

65c A YARD Black Messalines, 36 inches wide, a soft pure silk; \$1.00 quality.

29c A YARD Chiffons, black or white, also colors, 40 inches wide; 59c quality.

75c A YARD Peau de Soie, 36 inches wide, pure dye, soft lustrous finish; \$1.19 quality.

79c A YARD Black Satin Charmeuse, double width, soft and clingy; finest \$1.50 quality.

55c A YARD Black Paille Silk, fine cord effect; regular \$1.00 quality.

75c A YARD Brocade Satin, black only, yard wide; regular \$1.25 quality.

55c A YARD Shirting Silk, in stripe effects; usual \$1.00 quality.
Main Floor.

Beautiful Muslinwear

Jap Silk Bloomers, white, black, pink, light blue, dainty accessories to evening wear; pair... **\$1.98**

Matched Sets for December brides, beautifully made, trimmed with Val. lace insertion and medallions; 4 pieces for... **\$9.75**

Petticoats of crepe de chine, handsomely made garments, with lace ruffles... **\$5.00**

Second Floor.

Sterling Silver Sets

Sterling Silver Brush, Comb and Mirror Sets, in an attractive box... **\$9.50**

Other Sets for... **\$45.75**

Sterling Silver Manicure Sets, consisting of 7 and 8 pieces to set, for... **\$3.98**

Hundreds of other Manicure Sets up to... **\$18.64**

Oh, You Beautiful Doll

The whole of Toyland is of wonderful interest—but the dolls!—how beautiful!—how extremely interesting they are with their cute doings and personalities! Dolls that walk and dolls that talk; dolls that can only open and close their eyes, and dolls with beautiful eyes wide open all the time; dolls that can open their mouth and put out their tongue; dolls that almost speak to you; dolls that are tall as well as small; dolls that are dressed and those waiting to be dressed. They are all here waiting for some nice little girl to adopt them as their very own.

Prices Range from 25c to \$10.

SOLID GOLD JEWELRY

Decidedly the largest stock in Richmond. The advantage of making selections from choice assortments is self-evident. The low prices make it well worth your while coming to "Cohen's."

Solid Gold Neck Chains, the equal of this Chain is sold for \$1.50; 15 inches long, each... **79c**

Men's Solid Gold Rings, in all the stones; a stone to represent every month; the kind you usually pay \$12.50, only... **\$7.50**

Thousands of other Solid Gold Articles, consisting of all kinds of attractive useful articles, from \$1 to... **\$3.98**

Men's Solid Gold Cuff Buttons, the kind for which you usually pay \$2.00, pair... **\$1.00**

Ladies' Solid Gold Rings, with fine Tiffany settings; the equal of this Ring is not sold for less than \$5, only... **\$3.98**

W. L. Celebrated Gold Shell Rings
Over 400 designs to select from; each ring fully guaranteed; priced at 25c, 50c, \$1.00 and \$1.50.
Main Floor.

BEDDING SECTION--Fourth Floor

15c Hemstitched Pillow Cases, large size, each... **10 1/2c**

\$1.25 Double Spreads, in pretty Marseilles styles, each... **98c**

80c Double Bed Blanket, good quality, each only... **41c**

\$1.25 Wool Napped Blankets, 11-4 size, each... **77c**

\$3.00 Plaid Wool Finish Blankets, 11-4 size, pair... **\$1.75**

\$8.00 Plaid and White All-wool Blankets, 11-4 size, pair... **\$5.00**

DENNISON NOVELTIES

Unique, attractive high grade, useful novelties, in the way of tags, seals, address labels, fancy boxes, silver or gilt cords, and art decorations. Dennison qualities are standard; the complete assortments are at "Cohen's", conveniently displayed for easy selection; packages from 5c to 25c each.
Main Floor—Opposite Elevators.

The COHEN CO. INC.
THE DAYLIGHT STORE OF RICHMOND

FLOORCOVERINGS

Rather than wait until January to reduce the price of floor coverings, it has been decided to do so now, when many homes are contemplating new rugs, druggets, etc.

Dependable qualities, beautiful designs, charming colorings, perfect in every respect. Here are a few specials for Monday.

Baby Long Coats
Fine quality Bedford cord, especially well tailored and finished, lined and interlined, priced \$1.25 upwards.
Second Floor.

Velvet Druggets, neat Oriental designs that were \$12.50 for... **\$9.50**

Seamless Brussels Druggets, 9x12; were \$10.00 for... **\$10.00**

27x54-inch Axminster Hearth Rugs, \$2.50 grade for... **\$1.75**

6x9 Axminster Hall Rugs, always \$13.50, for... **\$9.50**

Axminster Rugrugs, 9x12, about 20 patterns to select from; were \$16.50 for... **\$16.50**

Heavy Linoleum, best 60c grade, for yard, only... **40c**

Brussels Carpets that were \$1.00 yard, for yard only... **50c**

Fourth Floor.

Household LINENS

Dependable qualities in a complete range of styles. Your desires have been anticipated, so you may come here with confidence in getting exactly what you have in mind. Two specials for Monday.

\$4.50 Tablecloths, scalloped round with round designs, all pure linen, size 72 inches; for Monday... **\$3.50**

Table Napkins, all linen, Irish hand woven, size full 27x27 inches; actual \$8.00 value; very special for Monday... **\$4.75**

\$2.75 Scarfs, new eyelet work, real hand embroidered, size 18x54 inches; very special for Monday selling... **\$1.75**

Fancy Goods

Good reliable articles of this character are difficult to buy. 56 years of buying experience enables us to assure you of the excellence and dependable qualities of every article shown in section.

Sterling Silver Picture Frames, cabinet sizes, a frame you would read-ily pay \$2.50 for, only... **\$1.69**

Sterling Silver Round Picture Frames for... **25c**

Sale of Parisian Ivory Novelties

Parisian Ivory novelties have become very popular, because of their utility, beautiful perfect pieces are offered on Monday much below regular values. A hint—shop early.

Parisian Ivory Hair Receivers, in various shapes... **45c**

Parisian Ivory Manicure Pieces, the kind you usually pay 50c for; square shapes... **39c**

Hundreds of Parisian Ivory Articles from 50c to... **\$7.98**

Main Floor.

Newest Curtains

First selections from the best sources of the world's supply. Certain satisfaction is yours, when you ask us to supply you. The prices for Monday are supremely attractive.

White Irish Point or Marie Antoinette Lace Curtains, 3 yards long; regular \$5.00 ones for... **\$3.75**

Ecru Net Curtains, with Battenberg braid cornerpiece; an extra special value for Monday, pair... **\$8.00**

Irish Point Lace Curtains, white or ecru, all beautiful patterns, very special price Monday, pair... **\$9.00**

Jewelry

Novelties in Jewelry from Europe and America, at prices that are attractive. Nowhere else in this city can be found such extensive lines to choose from.

Gold Top La Vallieres, 28 designs to select from, for... **50c**

20-Year Gold-Filled Bracelets, for misses and children, made of one-twentieth stock; a value worth \$2.00, for... **\$1.00**

Main Floor.